

2<sup>nd</sup> JIGAWA FACEBOOK CONNECT  
APRIL, 2025

# Our Event Roadmap

A BRIEF REVIEW ▶



9:00am to 3:00pm  
6 hours of transformation

1 Arrival and registration

2 Opening Prayer & National Anthem

3 Welcome Address & Opening Remarks

4 Keynote Address (Presentation I)

5 Presentation II, Discussion & Poetry

6 Panel Session 1

7 Entertainment II (HipHop)

8 Breakout Sessions (Group A, B, C & D)

9 Networking, Break and Prayer

10 Presentation III & Discussion

11 Practical Use of AI in Social Media

12 Entertainment III

13 Presentation IV & Discussion

14 Fasthand Game: Recharge Contest

15 Q&A Session & Comments from Special Guests

16 Closing Remarks & Closing Prayer

## sneak a peek

The **Jigawa Facebook Connect** will begin with arrival and registration of participants, followed by a networking session to encourage interaction among attendees. Next, we will move into the opening ceremony, which will include a welcome address by the host and goodwill messages from special guests.

**Panel Discussions** with key industry players, focusing on digital skills, youth empowerment, and social media opportunities.

**Breakout Sessions** hands-on learning, including how to grow a brand, content creation tips, and monetization strategies.

**Interactive Q&A sessions** to engage directly with speakers and professionals.

**Exhibition booths** showcasing local talents, businesses and digital tools. We will wrap up with a closing speech, followed by group photos and an informal networking mixer.

Sunday  
27th April, 2025

The Breakout Session will be divided into the following breakout groups:

- Group A: Digital Branding
- Group B: Social Media Marketing
- Group C: Content Creation
- Group D: Social Media Monetization

Participants will join one group and learn through that focused experience.

Breakout Sessions are an integral part of the event, offering the participants the chance to experience specialized social media skills in smaller group settings, facilitating more learning experience

OUR THEME:

*Change the Narration:*  
**Make Every Scroll Count**

## The theme will be revolved around



Social Media Marketing & Business Development



Social Media and Personal Branding



Social Media Content Creation and Monetization



Social Media and Artificial Intelligence



Social Media Morals & Ethics